

Notice of Allowability

Application No.

10/800,146

Examiner

Yogesh C. Garg

Applicant(s)

ROBERTS ET AL.

Art Unit

3625

- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 1/1/2008 & Telephone Interview on 1/28/2008.
2. ☒ The allowed claim(s) is/are 1-4, 8, 13, 14, 23-27, 33 and 34.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
- * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
(a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
(b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☒ Interview Summary (PTO-413),
Paper No./Mail Date 1/28/2008.
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

/Yogesh C Garg/
Primary Examiner, Art Unit 3625

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 1/1/2008 has been entered.

Response to Amendment

2. Applicant's amendment filed on 1/1/2008 is entered. Claims 1, 24 and 37 are amended. Claims 5-7, 9-12, 15-22, 28-32, 35-36 and 40 were previously withdrawn. Claims 1-4, 8, 13-14, 23-27, 33-34, 37-39 are pending for examination.

EXAMINER'S AMENDMENT

3. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with attorney Mr. Scott Timmerman on 1/28/2008.

The application has been amended as follows:

Claims 5-7, 9-12, 15-22, 28-32, 35-40 are canceled.

Claims 24 and 26 are amended as follows:

Claim 24. (Currently Amended) A system for managing stores implemented on an Internet, comprising:

an executable a product database storing information in a computer readable medium concerning a plurality of products offered for sale through the stores, wherein each store includes at least a portion of the products for sale;

an e-commerce storefront computer for each of the stores that includes information concerning a presentation of that store to customers, said information referencing information stored in the product database, wherein each of the stores has an e-commerce storefront computer;

a store tag hub configured to manage store tags, wherein the store tags dynamically couple the information stored in the product database to at least one of the e-commerce storefronts computers; and

a an executable product administration module in a computer readable medium coupled to the product database and accessible by a plurality of users for managing the product database on a self-serve basis, wherein the store tags automatically update the at least one e-commerce storefront computer upon an update to the product database by one of the users, wherein the e-commerce storefront computer for each of the stores and the at least a portion of the products for each of the stores is managed by the

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product administration module.

26. (Currently Amended) The system of claim 24 wherein the e-commerce storefront computer stores a web page for a storefront of the store

REASONS FOR ALLOWANCE

4. Claims 1-4, 8, 13-14, 23-27, 33-34 are allowed, wherein claims 1 and 24 are independent and claims 2-4, 8, 13-14, 23 and 25-27, 33-34 are dependencies of claims 1 and 24 respectively.

The applicant's arguments (filed on 1/1/2008 (see pages 1-2 and reproduced below) are compelling and persuasive, that is the prior art of record Jammes (US Publication 2005/--65856), either alone or combined, does not anticipate or render obvious the limitations cited in independent claims 1 and 24.

" *Independent claims 1, 24 and 37 relate to the management of multiple stores as supported by the specification, for example at ¶39, ¶43 and Fig. 1 of 2005/0065856. Claims 1, 24, and 37 include an interface or product administration module for updating an e-commerce storefront and a product database for multiple stores. Jammes discloses a system for operating an online store that includes a product information database 116 and HTML page engine 126. Jammes, Fig. 1. The store includes a user interface 760 that displays product information and allows a user to edit categories. Id. at Fig. 7D. Jammes fails to disclose an interface for multiple stores as claimed. In particular, Jammes does not disclose that a single interface is used for updating the e-commerce storefront and product database for multiple stores as in claims 1, 24, and 37.*

Jammes fails to disclose multiple stores that each access the product database, where each store includes at least a portion of the products for sale and stored in a product database as in claim 24. The product information database in Jammes is not accessed for multiple stores and multiple storefronts. Jammes, Figs. 1 and 3. Jammes does disclose multiple product pages and multiple categories, but not multiple

merchants with multiple stores. Id. at Fig. 21.

Jammes also fails to disclose that the information concerning the products that is stored in the product database based on dynamic store tags in the e-commerce storefront that reference the product information in the product database as in claims 1 and 24.

Jammes does disclose HTML hyperlink tags that reference preferred pages. Id. at ¶1344. The hyperlink tags in Jammes do not reference the product information in the product database and dynamically retrieve that information as claimed. ”.

Note: Jammes also fails to disclose updating the presentation of the store on the e-commerce storefront in real- time [automatically] after the product database is updated.

5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled “Comments on Statement of Reasons for Allowance.”

Conclusion

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. “Business Editors/Technology Writers (23 May). Sensormatic Enters New Market With First RFID In-Store Inventory Management Installation at Movie Gallery. *Business Wire*, 1. Retrieved January 31, 2008, from Business Dateline database. (Document ID: 54053810) from Proquest web site discloses that store tags [RFID tag programming] can store information about stores [products] and

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can be scanned remotely and written to multiple times. To include a history of the product information.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yogesh C. Garg whose telephone number is 571-272-6756. The examiner can normally be reached on Increased Flex.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Yogesh C Garg
Primary Examiner
Art Unit 3625

/Yogesh C Garg/
Primary Examiner, Art Unit 3625 1/31/2008